RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #088080
Ms. E. Johns
J. A. CALDERON CO.

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Eileen:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **60** skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	**2**
Ult Light 100	12300-25185	**2**
Lt Box 100	12300-25189	**2**
FF Box 100	12300-25188	**2**

DISPLAY DETAIL (#540971)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**March 23, 1998**
Ship Date to Retail:	**Week of: April 6, 1998**
SKU CUBE :	**0.4670**
SKU WT (w/o Product):	**1.0600 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$513.46**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR APR B1G1F'

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$39.20 (2.8 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

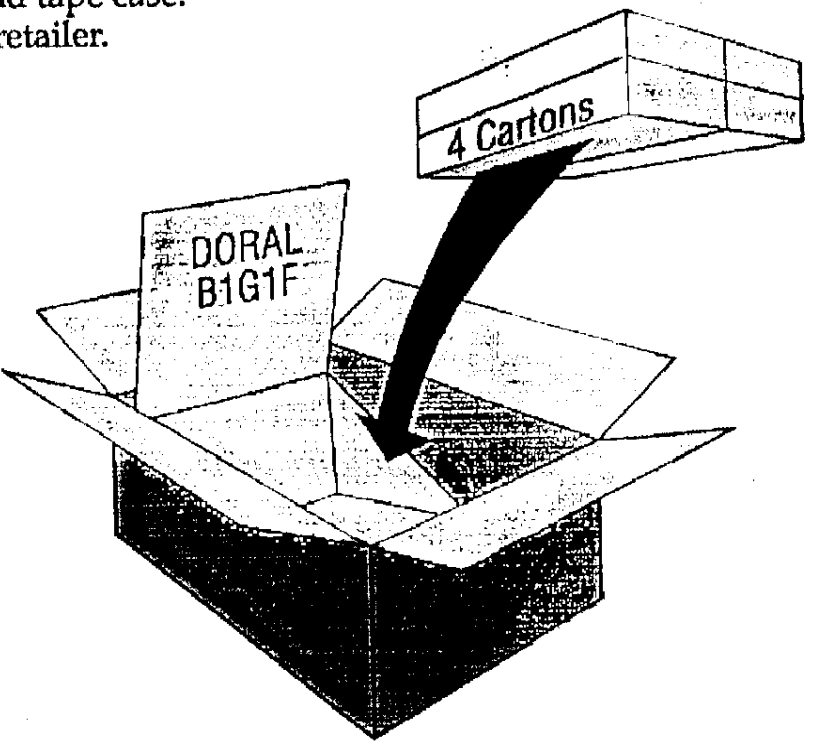
VALUE ADDED PROMOTIONS 2ND QTR.'98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971
Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

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DORAL

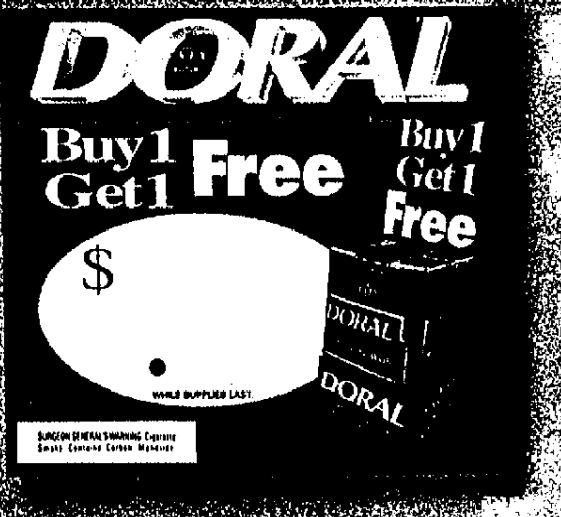
April Brings A Deal With This Buy 1-Get 1 Free Promotion!

Value and quality is what your customers want. What better way to give them their favorite styles of Doral than a **Buy 1-Get 1 Free Promotion.**

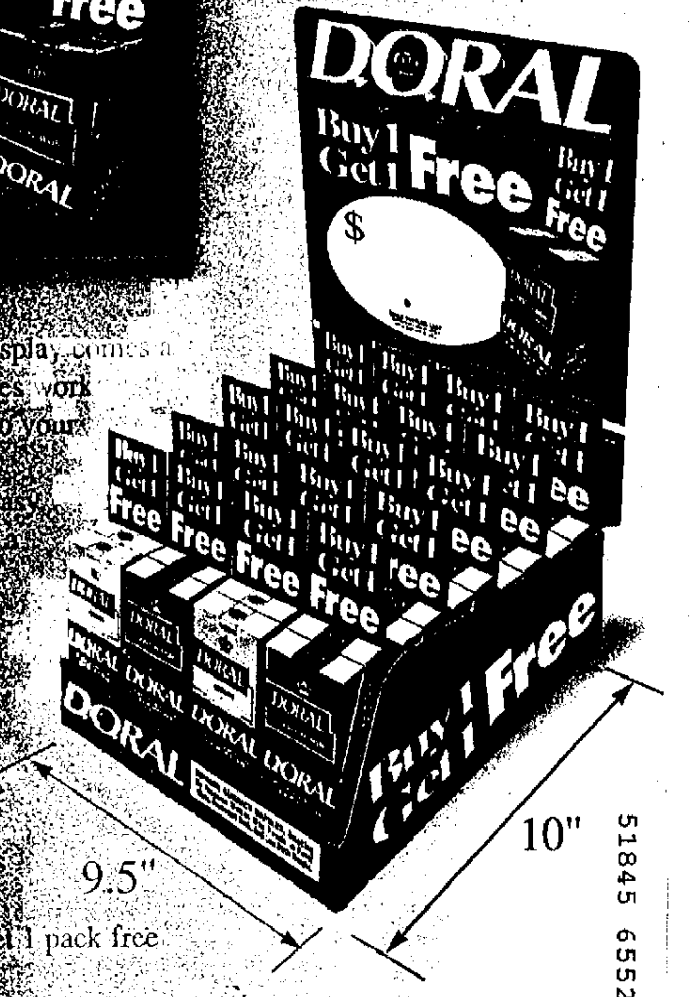
This promotion comes in 2-pack sleeves that are pre-packaged in a 20-unit display. Easily stocked and refilled. All you do is set it up.

2-Pack Sleeve

Paster



Counter Display



Along with the 20-unit Display comes a Special Paster. These pieces work together to call attention to your money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer: Buy 1 pack of Doral, get 1 pack free

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WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	5	NYS	1149-0000		(315)923-2031
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716)426-2151
162602	162225	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	2		1149-0000		(716)237-0050
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS	0990-0000		(716)426-5140
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	NYS			(716)392-5080
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1	NYS			(716)637-9893
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	NYS			(716)964-2430
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1	NYS			(716)458-1770
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	5				(716)346-5222
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716)266-5284
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716)288-2540
162604	162225	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	2				(716)382-9510
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716)482-7547
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716)274-4850
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716)663-8110
162604	162624	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1				(716)889-1273
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716)461-4497
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	1				(716)377-5689
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716)546-7140
162604	162621	527406	SHAIRI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	1				(716)436-4795
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716)381-5764
162604		651304	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1				(716)454-0515
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716)663-4232
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1				(716)271-1390
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716)254-4540
162604	162621	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	1				(716)654-6497
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS			(716)377-0631
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000		(716)227-2157
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	NYS			(716)482-7920
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS			(716)244-6310
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	NYS			(716)663-4353
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	NYS			(716)663-3970
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	NYS			(716)235-2269
162605	162232	724735	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	5				(315)789-0680
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	5		1149-0000		(315)946-9601
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1	NYS			(716)223-7645

PAGE BREAK TOTAL ACCOUNTS 39 TOTAL QUANTITY 59

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